R.J. Reynolds Tobacco Company

FAX

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Number of pages including cover sheet 1

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CC:

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REMARKS: ☐ *Urgent* ☒ *For your review* ☐ *Reply ASAP* ☐ *Please Comment*

1998 RJR Legislated Environment Basic Contract Requirements (Pack Outlet)

1. Space for 2 RJR Full Price and 1 RJR Savings Display (for Hess 32 total facings)
2.. Primary line of sight position.
3. RJR must occupy the # 1 or # 2 position.
4. Minimum of 3 linear feet for RJR
   - > Carton side panel visibility (waterfall) for 2 Full Price and 1 Savings Brands.
   - > Total side panel (waterfall) equal to store or local share of market not to be less than 25%
   - > No less than 3 cartons waterfalled per brand.
5. Permanent promotional display for Full Price and Savings Brands. Can be "swivel basket" behind APD.
6. Maintain 1 display on counter if competitive displays are present (on counter).

With the above elements in place you will qualify for the top promo dollars.

Bottomline, your contract dollars will remain the same.

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Source: https://www.industrydocuments.ucsf.edu/docs/tzky0000